

# Rajeev Roy

Entrepreneur, Business Accelerator, and Coach

rajeev.roy@gmail.com

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## Summary

I am an experimenter at heart and am committed to support people and organisation explore and realise their maximum potential.

I leverage on my education of Engineering, MBA, and CFA coupled with 20 years of experience working with great companies like Accenture, Genpact, Eicher Motors, and Alvarez and Marsal to alternate between the roles of an Entrepreneur, a Business Accelerator, and a Coach.

I run a Consulting and Training company (Floatstone Consulting), an Advertising Agency (Aspire Cerebro) , and a Digital Marketing company (Aspire Cerebro Digital)

In my previous role, I headed the Domestic Formulations business of Wanbury Limited, which is one of the fastest growing pharmaceuticals company in India.

Earlier, I was working with Alvarez & Marsal's Mumbai office. I helped companies achieve their top-line and bottom-line objectives through hands-on performance improvement.

Before this, I was leading the Analytics (KPO) delivery for all third-party accounts at Genpact. I was leading the management level hiring function in my earlier role at Genpact.

Prior to this, I was a management consultant Accenture and gainer extensive experience across the consulting lifecycle - from business development through to execution. Worked across industries ranging from Utilities to Oil & Gas to Automobiles and Pharmaceuticals.

I started with Eicher Motors creating, implementing, and running one of the machine shops.

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## Experience

### **Managing Partner at Floatstone Consulting LLP**

November 2012 - Present (4 years 5 months)

Running a Management Consulting and Training organisation focussing on clients exploring and achieving their maximum potential.

Our current consulting work ranges from Visioning to Implementation Support. We have also started transformational training programs like MOLT - a Theatre based Leadership training workshop , Free Your Game - a sales transformation workshop, and The Big Picture - a marketing strategy workshop.

**Managing Director at Aspire Cerebro**

April 2013 - Present (4 years)

I co-lead Aspire Cerebro, which is a Brand Consulting and Advertising Agency with offerings ranging from Brand Strategy, Creative Communication, Films, Events, and Design services.

Rated as one of the top agencies for the Pharmaceutical brands, we are expanding the scope of our services across Healthcare, IT & ITES, Retail, Financial Services, and FMCG brands.

**Director at Aspire Cerebro Digital Private Limited**

September 2015 - Present (1 year 7 months)

I co-lead Aspire Cerebro Digital, which is an end to end Digital Marketing Company. Our services include all types of digital content development, deployment, and promotion.

This includes website design and development, social media setup, search engine optimisation and marketing, social media marketing, web applications, and mobile applications.

We have a team of over 250 qualified personnel across all areas of expertise.

**Advisor at Mancor Consulting Services**

November 2012 - Present (4 years 5 months)

**Chief Operating Officer at Wanbury Ltd**

July 2010 - November 2012 (2 years 5 months)

Heading the Formulations business and support functions.

**Advisor at Matrix Leadership Solutions**

April 2010 - October 2010 (7 months)

Executive search, Board consulting and search, Executive coach search

**Senior Director at Alvarez and Marsal**

June 2008 - April 2010 (1 year 11 months)

Senior Director with Alvarez and Marsal India

**Vice President at GENPACT**

April 2006 - June 2008 (2 years 3 months)

Analytics (KPO) Delivery Leader for all new accounts

Executive Hiring Leader

**Senior Manager at Accenture**

December 1997 - March 2006 (8 years 4 months)

Overall responsibility for business development and execution

**Consultant at Price Waterhouse**

June 1997 - December 1997 (7 months)

Consulting - Auto Components

**Deputy Manager at Eicher**

1991 - 1995 (4 years)

Projects and Manufacturing

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**Projects****Strategic Pricing**

Members:Rajeev Roy

Strategic pricing project completed for a company which led to identification of opportunities leading to 7% increase in profits annually. The project was completed in less than two months with exceptionally high ROI for the client.

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**Languages**

**English**

**Hindi**

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**Skills & Expertise**

**Management Consulting**

**Business Development**

**Business Strategy**

**Management**

**Consulting**

**Leadership**

**Team Management**

**Analytics**

**Strategic Planning**

**Human Resources**

**Business Planning**

**Business Process Improvement**

**Strategy**

**Business Analysis**

**Pharmaceutical Industry**

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**Education**

**IIT Roorkee**

Bachelor of Engineering, Mechanical Engineering, 1987 - 1991

Activities and Societies: Dramatics Team, Youth Festival Organisation

**ICFAI Business School**

PGDBA, Management, 1995 - 1997

**Institute of Chartered Financial Analysts of India**

CFA, Finance, 1995 - 1996

**Swami Vivekanand**

1985 - 1987

**Kendriya Vidyalaya**

1980 - 1987

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**Interests**

Theatre, Yoga, Computing

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## 10 people have recommended Rajeev

"Rajeev's has a great ability to discuss strategy on one hand and deep dive into execution details on the other. Besides, he follows a discipline to ensure all actions and the minutest execution detail is in line with the strategy which I believe is one of Rajeev's biggest strength. While I have known Rajeev for many years since our days at Accenture, I have had an opportunity to work very closely with him over the past one year and he is now not only a business associate but a great sounding board for me."

— **Ashish Bhushan**, *Founder and CEO, Chapter 3 Services*, was Rajeev's client

"Rajeev is a leader who has in-depth knowledge about every aspect of business like operations, finance, commercial, HR etc. The way he managed and streamlined cash flow in tough times at Wanbury was really remarkable. His consultant background helps him take 360 degree view of every challenge at hand and come out with innovative solution. His ability to get into details is indeed praiseworthy. I wish him all the best in all his endeavors."

— **Umesh Sharma**, reported to Rajeev at Wanbury Ltd

"Driven, Intelligent, Resourceful, Extremely Analytical & hardworking, Excellent with Numbers, Thoughtful, Always there to lend a hand to give a word of encouragement, Caring, Willing to Mentor, and Generous. I am fortunate enough to have worked with Rajeev Sir. Rajeev is a giver, a contributor and a top notch professional. He always responds openly to suggestions, questions and ideas of all. He is a true professional, an optimist, a kind heart and a pleasure to know."

— **Amol Kesar**, worked indirectly for Rajeev at Wanbury Ltd

"A clear thinking and straight talking leader, Rajeev has excellent understanding of complex concepts and is able to articulate them in a simple manner for anyone. He is quick to notice good workers and give them the space and respect they need. At the same time he does not hesitate to call a spade a spade and gives tough feedback whenever required. He not only able manage the operations well from day to day a tactical point of view but also think through many moves ahead strategically. He is able to work well with support functions and has a good understanding of complexities in Learning and Development, Human Resources and

Information Technology. He is also excellent teacher and always received excellent feedback in classroom sessions conducted by him."

— **Brijinder Kathuria**, worked indirectly for Rajeev at GENPACT

"Rajeev is a very dynamic person, driving initiatives and leading from the front. As soon as Rajeev took over the role at Analytics he started identifying opportunities to improve and automate various processes including pipeline tracking, pricing, utilization, etc. and driving out-of-the-box initiatives for intensifying the business development initiatives. His people connect was truly commendable. He was seen as a very approachable person by the entire 200+ team members who directly or indirectly reported to him. Rajeev took great interest in career development for all his direct reports which have helped quite a few people in developing greater focus in their careers. Rajeev was seen as a leader who would stand by and steadfastly support his reports for all the hard work that was put in. Rajeev is truly a professional idol."

— **Rahul Mahajan**, reported to Rajeev at GENPACT

"Sharp, incisive, proactive and a hands-on leader with a clear vision is how i will describe Rajeev. I had the opportunity to work directly with him and he shaped my view of looking at business problems from a clear objective of providing solutions that are direct, easy to comprehend and quantifiable in terms of benefits. I discovered that Rajeev has a very rich and deep understanding on multiple business verticals and he was able to guide and drive people with an ease which is enviable. On a personal level - he is one of the few people i truly admire and look up to. It is my honour to recommend Rajeev at this platform."

— **Rahul Goyal**, reported to Rajeev at GENPACT

"I have had the opportunity to work with Mr Rajeev on a DIFD funded project. He has innate qualities like analytical ability and problem solving attitude quick decision making and out of box approach in complex situations. Above all he is extremely knowledgeable and his interpersonal communication skills are great. He is personable and would be an incredible asset to any organization. I wish him all the very best."

— **Bipin Bhatnagar**, was Rajeev's client

"Rajeev has an innate desire/ curiosity about most things in life. Therefore, his points of view are usually built over a period of time, and based very heavily on fact (versus emotion). Rajeev is one of the few people who you can have a good/ long debate with, and he contributes to this by separating the position being taken by the person, and the person himself. Rajeev is very independent, quietly confident, and a quintessential team man. In the consulting roles I have had an opportunity to work with him on, he also brings out the practical side of issues much better than others I have known."

— **Rajesh Panchanathan**, worked directly with Rajeev at Accenture

"Rajeev and I interacted closely during his stint at Accenture. I found Rajeev to be innovative in his approach, good at building relationships and extremely dedicated to his work"

— **Soumitra Pandey**, worked directly with Rajeev at Accenture

"Rajeev was a colleague of mine when he was with Accenture's management consulting practice, to which I continue to be attached. I have worked with Rajeev closely in his last client engagement at Accenture. I would rate Rajeev's strengths as his poise and maturity, his ability to quickly build and maintain C-suite relationships (and extend some of them to personal relationships), and his adequately sound analytical orientation. Additionally, he is a good motivator of people, which trait stood him in good stead as a leader of teams in consulting engagements. I believe Rajeev represents a good balance of the leadership traits required for a key position in a people-centric and client-focussed business."

— **Shankar Krishnan**, worked directly with Rajeev at Accenture

[Contact Rajeev on LinkedIn](#)